

**HARTLEY ROAD PRIMARY SCHOOL**

**ENGLISH HOME LANGUAGE**

**GRADE 5**

**LESSON 3: CREATIVE WRITING – ADVERTISEMENT**

**DATE: 24/08-28/08**

**Topic**

You are required to design an advertisement for a new Cape Fynbos honey. Fynbos honey is uniquely South African. The only place in the world where you will find this honey is in the mountains of the most southern tip of South Africa. It is harvested during the winter months. Follow the instructions provided in the blue workbook. Give your product an interesting name.

Nb. Please refer to page 24 of your blue book with regards to:

- a. Language
- b. Shapes
- c. Lettering
- d. Colours

You are required to write your advertisement on page 25 in the space provided. Follow the writing process of planning, editing and writing the final copy. Use as many advertising techniques as you can to make the advert eye-catching and persuasive. Think of a suitable logo and slogan for your product. Use the images below as inspiration for your advert.



